

## **LED Marketing and Communication RFP #251008-25211087**

### **Addendum No. 1**

### **QUESTIONS AND ANSWERS**

**Posted: Thursday, May 5, 2011**

#### **INTRODUCTION**

Thank you for your interest in Louisiana Economic Development's RFP for marketing and communication services. As outlined in the RFP, we've posted below all written questions from interested firms, with answers from the department.

LED's staff took great care in answering your RFP questions as thoroughly as possible. As per the Office of Contractual Review's protocol, when one proposer asks for background information, all interested firms must also have access to the same information. To provide fair and equal access to any documents requested, LED will provide all requested documents for review at its Baton Rouge office.

If interested, one representative of each firm will need to email [sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person the requested documents at LED's office. Each representative can make copies of the documents at 25 cents per page. Checks are payable to Louisiana Economic Development and must be provided the day the representative reviews the documents. These same instructions are given in the answers below.

We feel this provides fair consideration to all interested firms.

The high level of interest we've received so far is exciting. Thank you again for your interest in helping to make Louisiana the next great American state for business investment and economic opportunity.

#### **QUESTIONS AND ANSWERS**

**1. Is there a previous provider? If yes, are there details available about the hourly rates and services provided? What were the total year expenditures?**

LED's current master agency on record is Peter A. Mayer Advertising Inc. of New Orleans. For a review of current hourly rates and a full scope of services, e-mail [sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person at LED's Baton Rouge office. The FY2011 total marketing budget was \$5.6 million.

**2. Is there a budget? What is it?**

The total projected FY2012 marketing budget is \$5.2 million, subject to legislative approval.

**3. In the case where meetings are requested, would phone or video-conferencing be acceptable means of communications, or screen-sharing?**

Yes, it would be acceptable. However, as outlined on page 10, Section 3.1 Minimum Qualifications to be Considered, the RFP requires "the Proposer must certify that it has or will establish an office based in Louisiana for the entire term of the Contract, or provide certification it can provide equivalent services in a different manner." This means if you are offering an alternative to in-person meetings, you must be prepared to demonstrate that such a process will provide equivalent functionality as in-person meetings.

**4. Provide List of Items, Schedule of Requirements, Scope of Work, Terms of Reference, Bill of Materials required**

For all items related to the RFP, please review the RFP document at [OpportunityLouisiana.com/RFP](http://OpportunityLouisiana.com/RFP).

**5. Soft Copy of the Tender Document through e-mail.**

For a copy of the RFP, please visit [OpportunityLouisiana.com/RFP](http://OpportunityLouisiana.com/RFP). Also note that e-mail or fax submissions of Proposals will not be accepted. Only hard (printed) versions will be accepted.

- 6. Names of countries that will be eligible to participate in this tender.**  
The RFP is open to agencies located within the United States.
- 7. Information about the Tendering Procedure and Guidelines**  
For all items related to the RFP, please review the RFP document at [OpportunityLouisiana.com/RFP](http://OpportunityLouisiana.com/RFP).
- 8. Estimated Budget for this Purchase**  
The total projected FY2012 marketing budget is \$5.2 million, subject to legislative approval.
- 9. Any Extension of Bidding Deadline?**  
No. All Proposals, hard copy (printed), must be received on or before 4:30 p.m. CST, Friday, May 20, 2011 at the Capitol Annex, 1051 North Third Street, Room 229, Baton Rouge, LA 70802 to be considered.
- 10. Any Addendum or Pre Bid meeting Minutes?**  
No pre-bid meeting minutes are planned at this time. One addendum has been added regarding Cost of Services, please visit [OpportunityLouisiana.com/RFP](http://OpportunityLouisiana.com/RFP) for full details.
- 11. Are we allowed to provide spec creative with our response to the RFP?**  
Spec creative is not allowed. As outlined on page 16, Section 5.4.1 Examples of Past Work, the RFP requests all samples of past work to have been executed prior to the RFP response, and all sample work must include metrics used to track success.
- 12. Can we be granted access to a list of 10 most recent TV/Radio/Print pieces from past LED campaigns?**  
For a review of LED's current and past TV and print campaigns, e-mail [sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person at LED's Baton Rouge office. LED has not been involved with radio in the past five years.
- 13. May we add staff not mentioned in the confines of the RFP as we see fit for the scope of this project?**  
If the proposed staff is involved with any service outlined in the component-specific Scope of Services AND their job function will be included in the hourly, blended charges outlined on pages 17 and 18, Section 5.5 of the RFP, it is permissible to propose additional staff. However, LED has final approval of personnel assigned to its account. Also, as outlined on page 4, Section 1.3, a Task Order will be required for each project, which shall include all proposed staffing requirements, subject to LED's approval.
- 14. Will prime contractors from out-of-state be given the same opportunity to respond to this RFP as in-state contractors who utilize a sub-contractor within Louisiana?**  
All Proposers will be given equal consideration, no matter their location. But please refer to page 10, Section 3.1 Minimum Qualifications to be Considered, for full requirements regarding out-of-state firms.
- 15. Has the State previously partnered with a Tier 2 data center working 24 hours a day and if so, can we choose to partner with them if chosen?**  
In the past, LED has used a Tier 2 data center, but due to current technology standards, Tier 2 data centers are no longer adequate for LED's technical requirements. As stated on page 4, Section 1.3.1 Components, Component 3 "B" Services, selected Contractor must ensure Tier 3 compliance and/or recommend appropriate and cost effective professional Tier 3 web hosting option.
- 16. How much was spent last year on these services, broken down by component?**  
LED's FY2011 marketing budget was \$5.6 million, and was not broken down by component. For a review of LED's FY2011 marketing budget, broken down by marketing program, please e-mail

[sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person at LED's Baton Rouge office.

**17. How much is budgeted for this next fiscal year, broken down by component?**

The projected FY2012 marketing budget is \$5.2 million, subject to legislative approval. Budgets for each component will be determined during contract negotiations once the awarded proposers are announced.

**18. Who is currently handling the account, broken down by component and/or which agencies/contractors have you worked with in the past, broken down by component?**

LED's current master agency on record is Peter A. Mayer Advertising of New Orleans. Prior to the current contract, LED's previous master agency was Trumpet Advertising of New Orleans. Previous contracts were not broken down by component.

**19. Is the solicitation, 251008-25211087: Developing and Executing a Strategic Marketing and Communication Prog., permissible for organizations outside of Louisiana to submit bids?**

Yes, it is permissible for organizations outside of Louisiana to submit bids. Please refer to page 10, Section 3.1 Minimum Qualifications to be Considered, for full requirements regarding out-of-state firms.

**20. What can you tell us about the RFP review committee? For example: Who will be on the committee? What disciplines or areas of expertise will be represented? Will it be LED staff members only or will there be outside participants?**

The RFP review committees will be separated into three Initial Review Committees and a Final Selection Committee. The Initial Review Committees (a separate committee will be assigned for each component) will consist of a cross-section of internal staff members that represent, have experience with or work most closely with the component they are assigned. The Final Selection Committee will be comprised of LED's executive management team and a small cross-section of internal staff members. No external participants will be involved in the scoring.

**21. In Section 3.1, Item 1, Components 1 and 3, "Consumer research/testing" is listed as necessary capable service through an agency's own staff or through specified arrangements with third-party contracts. In Section 3.8, it is stated that "if the Proposer intends to subcontract for portions of the work, the Proposer must identify any subcontractor relationships and include specific designations of the tasks to be performed by the subcontractor. Information required of the Proposer under the terms of this RFP is also required for each subcontractor." Our agency utilizes many different consumer research/testing firms based on the specifics of a certain research need. Is it sufficient to specify that we would subcontract with the appropriate consumer research/testing depending on the need, or is it necessary to provide research firm names, at this stage, without knowing the specifics of the research needs?**

Thank you for the good question. It is sufficient for the Proposer to specify that you would subcontract with the appropriate consumer research/testing, depending on the need. However, LED asks that any standing research/creative testing subcontract that will be utilized on an ongoing basis be specified in the RFP with all necessary documentation.

**22. Can you clarify the difference between the "A" Service of "verify and pay media, production and vendor invoices on behalf of LED" and the "B" service of "prepare invoices and billing for all marketing activities"?**

The "A" service of "verify and pay media, production and vendor invoices on behalf of LED" pertains to all billing related to items listed under "A" Services. The "B" service of "prepare invoices and billing for all marketing activities" pertains to all billing related to any additional marketing projects directed by LED that are not included in "A" Services.

- 23. In section 1.3.2, Item #4, "Printing services must be procured in accordance with State printing procedures, La. R.S. 43:1 et seq," can you please explain what this phrase means specifically in the context of the contract?**

All printing services must be procured in accordance with state printing procedures, meaning the Proposer must be fully aware of Legislative statutes pertaining to printing by state agencies, and printing costs must not exceed 20% of the entire contract. Please refer to LA R.S. 43:31 through LA R.S. 33.1 for full statutory requirements, which may be found at <http://www.legis.state.la.us/lss/lss.asp?doc=99615>.

- 24. Can you advise the total annual budget as it relates to this RFP? Have individual budgets been allocated by RFP component?**

The projected FY2012 marketing budget is \$5.2 million, subject to legislative approval. Budgets for each component will be determined during contract negotiations once the awarded Proposers are announced.

- 25. Section 1.3.2 under General Requirements for all Services states that contractor must make good-faith effort to obtain such services and goods at the lowest available cost for the quality required and on commercially reasonable terms favorable to LED, and shall invoice LED at cost, without any markup. Can you confirm that this means all hard costs such as printing, illustration, photography, etc. should be billed at net?**

Correct. All hard costs and external costs (excluding items listed under "A" services covered by media commission) shall be billed at net or cost. LED does not allow any markup on services. Please refer to page 34 of the Sample Contract.

- 26. Can you advise what your current media commission structure is?**

In the past, LED has stipulated a media commission rate that it felt completely compensated a Proposer for all services listed as "A" services. However, due to industry trends and changing cost structures, LED is asking each Proposer to submit its own media commission rate it feels is most amenable to both the client and the agency. For a review of current hourly rates and media commission rates, e-mail [sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person at LED's Baton Rouge office.

- 27. E-mail cost structure can often be based on how many e-mail addresses and number of monthly deployments. What is the current size of your e-mail database? Approximately how many e-mails per month are you currently deploying? Are the e-mail deployment hard costs to be included in the proposed annual web hosting rate or submitted as a separate hard cost outside the proposed blended hourly rate?**

LED has many databases it utilizes to send both Press Wires and Business Wires. An approximate figure would be 10,000 e-mails in LED's current e-mail distribution system, Silverpop Engage. Costs vary each month for e-mail deployment services; however, on average LED disseminates six e-mails each month to its various target audiences. E-mail deployment costs should be submitted as a separate hard cost from annual web hosting costs.

- 28. Does the proposer need to fill out a Certification Statement (Attachment A) and Company Background Information Sheet (Attachment B) for every component for which the Proposer is submitting?**

Yes. A Certification Statement and Background Information Sheet is required for every component for which the Proposer is submitting. Also remember a Background Information Sheet is required for every subcontractor, even if they appear in multiple components. Please also remember that a separate and complete proposal must be submitted for each component a proposer wishes to be considered.

- 29. Component 3: Interactive and Digital Communication Tools, B Services, section J. states that the Proposer will need to bring the website and all ancillary sites, including legacy code into compliance with provisions in Section 508 of the U.S. Rehabilitation Act covering electronic**

**and information technology accessibility standards that address the needs of blind and optically challenged individuals. Can you clarify how strictly you intend to adhere to these guidelines as there are 16 guidelines under Section 508 of the U.S. Rehabilitation Act?**

LED hopes to adhere to as many guidelines as possible. Once the Contractor is chosen, the Contractor will be required to conduct a thorough assessment of the LED website, and present a strategic plan outlining how to implement these standards. LED will give final approval of the plan before any services are executed.

- 30. Section 5.4.1, Component 3: Interactive and Digital Communication tools, item “a” states that proposer is to provide up to four samples of what the proposer considers to be its best approach and methodology for website development or a digital communication tool. Can you clarify as to whether you are looking for process document samples versus actual examples of end products using web processes?**

The samples requested for each Component 3 item refer to “actual examples of end products,” as you state above, but each sample is required to also include information about the processes taken to engage this project, and metrics used to track success.

- 31. Is there an incumbent agency or agencies now? If so, who?**

LED’s current master agency on record is Peter A. Mayer Advertising of New Orleans.

- 32. What is your budget for each component of the RFP? What is the “maximum amount payable” that the RFP refers to?**

The projected FY2012 marketing budget is \$5.2 million, subject to legislative approval. Budgets for each component will be determined during contract negotiations once the awarded Proposers are announced.

- 33. Who will be on the agency selection committee? I don’t necessarily need names—just curious about who will comprise the committee in terms of function.**

The RFP review committees will be separated into three Initial Review Committees and a Final Selection Committee. The Initial Review Committees (a separate committee will be assigned for each component) will consist of a cross-section of internal staff members that represent, have experience with or work most closely with the component they are assigned. The Final Selection Committee will be comprised of LED’s executive management team and a small cross-section of internal staff members. No external participants will be involved in the scoring.

- 34. Are samples of past work available to give us an idea of what you’ve done and what you might be looking for?**

For a review of LED’s current and past print, online and TV campaigns, e-mail [sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person at LED’s Baton Rouge office.

- 35. Can you provide information about what has worked best of your marketing efforts to date, and conversely, what has not worked?**

As part of LED’s mission to change perception and raise awareness of Louisiana as a place to do business, the department has found great success in showing our success, rather than just telling our success. All marketing initiatives are measured against this goal, and are backed by research, data, rankings, recognitions, etc. so that the state’s progress is measurable and real. LED intends to conduct an in-depth marketing and communication planning process and materials review for the new fiscal year, along with creative testing, to outline and understand any initiatives that have been unsuccessful to ensure LED continues to be on the forefront of innovative economic development marketing.

- 36. What is the greatest growth opportunity for LA with regards to business investment and job creation in the next three years? Are there emerging industries that will receive focused attention or will we put out best presentation together for those who indicate interest?**

LED's top priority is retaining and growing Louisiana's existing companies, as well as cultivating new growth opportunities that will diversify the state's economy and accelerate its economic growth. LED has carefully crafted an engagement strategy that combines a comprehensive "opportunistic approach" with a highly-proactive "targeted industries model".

LED is actively engaged in identifying lead development opportunities in specific target industries. In doing so, LED is implementing a Blue Ocean initiative to cultivate several high-growth target industry segments in Louisiana. The targeted industry segments are based on a rigorous analysis of future job growth opportunities for which Louisiana can successfully compete, including:

- *Digital media / software development* (e.g., video game development, health care IT, education IT)
- *Next generation automotive* (e.g., electric / fuel-efficient vehicles, supplying advanced composite materials)
- *Specialty research hospital* (e.g., establishing a nationally-recognized medical corridor)
- *Obesity/diabetes research and treatment* (e.g., leverage expertise to develop statewide treatment network)
- *Pharmaceutical manufacturing* (e.g., attracting pharmaceutical companies from high-cost environments)
- *Energy efficiency* (e.g., green living, green building, green manufacturing)
- *Renewable energy* (e.g., biomass power, small hydropower, algae-based biofuel)
- *Nuclear power* (e.g., parts and modular production for the nuclear power industry)
- *Water management* (e.g., creating water management / coastal restoration expertise that can be exported)
- *Ultra-deep water oil & gas* (e.g., establishing operations hub for exploration >10,000 feet below the surface)
- *Unconventional natural gas* (e.g., cultivate R&D operations that can be exported to other resource plays)
- *Enhanced oil recovery* (e.g., capturing previously unrecovered oil and gas reserves utilizing new technology)

In implementing the Blue Ocean initiative, LED will focus a significant amount of its business development and product development activities toward cultivating firms in these 12 industry segments. However, LED maintains a strong focus on the traditional industries of Louisiana (e.g., shipbuilding, oil and gas production, agriculture, and forestry) which continue to generate projects, and aggressively engages each project opportunity it is presented.

**37. With which states will we be in primary competition for this "best" opportunity? Which states are currently setting the standard in job creation, business relocations and business retention?**

Louisiana's primary competitors are other states in the Southern and Southeastern United States. Texas, Georgia and North Carolina are among the states that have set a high standard in recent history. However, competitor states vary depending on the nature of particular industries and may be found throughout the country based on their established capabilities and strengths.

**38. If the long-term goal is business investment (+ retention) and job creation (+ retention), what are the near term indicators that are predictive of that long-term goal (other than "legitimate inquiries")?**

LED's near-term success is measured primarily in terms of job creation, job retention and capital investment

**39. What percentage of Louisiana companies does current research indicate are being courted or are considering relocating out of state or to another part of the State?**

There are no companies to LED's knowledge that are being courted or are considering relocating out of state or to another part of the state.

**40. What role do you see the entrepreneurial movement and press coverage in St. Tammany and New Orleans playing with regards to the business perception of the State as a whole?**

The success stories in St. Tammany and New Orleans, along with others across the entire state, help to close the gap between historical perceptions about Louisiana and its current reality as a top business climate. The increasingly attractive, game-changing projects that are drawn to Louisiana are generating significant momentum for continued progress. National media coverage of Louisiana's success in attracting new industries and other significant economic development projects demonstrates the economic development opportunities available in Louisiana to national and international business decision makers.

**41. What has been the most beneficial, fundamental shift of the Department in the last three years over prior years/administrations?**

Since 2008, LED has aggressively worked to ensure Louisiana's economy continues to outperform the South and the U.S. on a regular basis. LED has been instrumental in creating a more vibrant Louisiana economy by establishing new capabilities within the department and enhancing existing departmental assets. LED was recently ranked the #1 state economic development agency in the country by *Site Selection* magazine. This is Louisiana's highest ranking in the nine-year history of *Site Selection's* Competitiveness Awards.

Recognizing that workforce issues are critical to economic development, Gov. Jindal's administration has been dedicated to a comprehensive workforce development reform. As part of the overall effort, LED has created Louisiana FastStart™, a customized, turnkey workforce solutions provider, and has already been recognized nationally as the top state workforce solutions provider by *Business Facilities* Magazine in its August 2010 rankings issue.

LED also established a new Business Expansion and Retention Group to proactively reach out on a regular basis to the roughly 1,000 top economic-driver companies in the state, as well as hundreds of high-growth potential younger companies. Finally, to address one of Gov. Jindal's top priorities -- increasing Louisiana's economic competitiveness -- LED created the State Economic Competitiveness Group. The SEC group identifies and pursues opportunities to strengthen Louisiana's fundamental attractiveness for business investment and job growth.

**42. From a marketing communications standpoint, other than leads generated, what constitutes success? If there are no other success metric other than leads, can you characterize the type of leads?**

Success is measured in many ways. LED monitors several types of traditional metrics to measure engagement with its marketing initiatives, including website analytics, ad awareness and recall, creative testing, growth of e-mail database, etc. However, as previously mentioned, LED's marketing initiatives are continually measured against its ability to change perception and raise awareness of Louisiana as a place to do business. However, if LED's goal of continuing to create thousands of jobs each year, leads generated will continue to be a significant metric of success.

**43. In Section 3.2, can you confirm that the following will need to be provided to satisfy the requirements of making a good faith effort to sub-contract with a certified Veteran or Hudson Initiative Small Entrepreneurship:**

- Copies of written notification to three certified Veteran or Hudson Initiative Small Entrepreneurs.
- If sub-contractors are selected prior to the proposal deadline, we will need to include names of each selected sub-contractor, description of work required and dollar amount of each subcontracted

Correct. The items you listed above are what is needed to satisfy the requirements of making a good faith effort to sub-contract with a certified Veteran or Hudson Initiative Small Entrepreneurship.

**44. Also, in Section 3.2, if we have not selected a sub-contractor prior to the proposal deadline, but have intentions of selecting one of the proposed sub-contractors, should that be included in the "justification of the selection process," or should "justification of the selection process"**



**be reserved only for situations where it has been determined that we will not be working with a certified sub-contractor.**

The "justification of the selection process" is only required when a Proposer elects not to work with a certified small entrepreneurship.

- 45. Section 5.2, can we include additional capabilities and descriptions other than those stated in the RFP (copy, finished art, graphics, editorial services for all marketing pieces, including research)?**

Yes. If the agency possesses additional capabilities, it is permissible to include as long as the capabilities outlined in the RFP are sufficiently met.

- 46. Is Attachment C only to be completed by firms applying for Component 3?**

Attachment C is not a form that needs to be completed. It only outlines LED's current technical environment for those Proposers interested in submitting for Component 3.

- 47. In Section 5.4.1 - By "original copy of each required", do you mean tearsheets and actual printed promotional items as opposed to reproductions? If so, can they be included in an addendum to the original while reproductions are used in both the original response and copies? Some examples of promotional items would not be appropriate for a printed submission format. Ex: iPad app or sleeve of golf balls.**

Yes. If a Proposer's samples do not fit in a standard printed submission format, it is permissible to provide (in the original copy) in an addendum, to be included with the Proposal itself. The five remaining copies of the RFP may include photos or printed samples of the same item.

- 48. In Section 5.5 Component 1a - Can you provide your current or anticipated rates for these services?**

For a review of current hourly rates, e-mail [sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person at LED's Baton Rouge office.

- 49. In Section 5.5 Component 1b - Can you provide your current or expected media commission rate?**

For a review of current hourly rates and media commission rates, e-mail [sroussell@la.gov](mailto:sroussell@la.gov) by Thursday, May 12, and arrange a time between 8:30 a.m. and 4:30 p.m. to review in person at LED's Baton Rouge office.

## **CLOSING**

This concludes the question and answer section of the marketing and communication services RFP. Thank you for your participation, and we look forward to viewing your work.